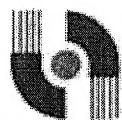


MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2017/2018

**BMK3084– MARKETING RESEARCH**  
(All sections / Groups)

11<sup>th</sup> OCT 2017

9.00am-11.00am

(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** pages with **FIVE (5)** questions only.
2. Attempt all **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**Answer ALL FIVE (5) questions.****Question 1**

Discuss the advantages and disadvantages of observation method to collect data.

(20 marks)

**Question 2**

List and describe the **SIX (6)** steps involved in constructing a multi-item scale.

(20 marks)

**Question 3**

Design **FIVE (5)** open-ended questions to determine whether households engage in gardening.

(20 marks)

**Question 4**

Develop a series of constant sum scaling technique, comparing the quality of service provided by any **THREE (3)** popular supermarkets in Malaysia.

(20 marks)

**Question 5**

What type of consistency checks are made in cleaning the data? Explain briefly.

(20 marks)

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**End of page**